

Omaha Steaks and Special Olympics Illinois Grilling Up an Easy Way to Support Athlete Programs



Springfield, IL - 10/4 - Special Olympics Illinois (SOILL) and Omaha Steaks®, the nation's leading provider of premium beef and gourmet foods, jointly announced today that they have formed a co-marketing partnership to generate funding for athlete programs through a new and unique mobile affiliate card program. Available for purchase on the Special Olympics website, www.soill.org, these virtual cards can be sent directly to recipients via email or SMS and work just like a gift card at any Omaha Steaks store location in Illinois or on its website at www.omahasteaks.com.

Redeeming these co-branded mobile cards is easy and convenient. Recipients pull up the mobile SOILL/Omaha Steaks card on their phone and display it to the cashier when shopping in store or simply type in the card number when ordering online. No plastic cards to carry and no mobile app is required. Plus, a portion of every mobile card redeemed goes directly to Special Olympics Illinois to support its athletic training programs serving over 22,000 adults and children with intellectual disabilities.

"Omaha Steaks is excited to team up with Special Olympics Illinois to generate support for its innovative programs," said Senior Vice President and Family Owner Todd Simon. "Every time a mobile card is redeemed, Omaha Steaks will contribute 10 percent of the value to support the Special Olympics of Illinois programs."

"We're thrilled to be launching this program with Omaha Steaks," added Dave Breen, President and CEO, Special Olympics Illinois. "It provides a simple way for consumers to support our athletes while they're grilling up some nice, juicy steaks. Just in time for tailgating, these mobile cards make great gifts, and we encourage our supporters to send them to friends and family or even to themselves."

For more information on the Special Olympics Illinois mobile affiliate card program, please visit: www.soill.org.

About Special Olympics Illinois

Special Olympics Illinois is a not-for-profit organization offering year-round training and competition in 19 sports for nearly 22,000 athletes with intellectual disabilities and nearly 21,000 Young Athletes ages 2-7 with and without intellectual disabilities. Special Olympics transforms the lives of people with intellectual disabilities, allowing them to realize their full potential in sports and in life. Special Olympics programs enhance physical fitness, motor skills, self-confidence, social skills and encourage family and community support. If you are interested in learning more about Special Olympics Illinois, volunteering or providing financial support to help make Special Olympics programs possible, contact your local Special Olympics agency, call 800-394-0562 or visit www.soill.org.